

## **INTERNATIONAL BUSINESS**

### **Unit-1**

1. What is globalization? What are the drivers of globalization?
2. Explain different stages? Approaches of I.B
3. What is international business environment? Explain the rule of cultural and political environment with examples
4. What is an MNC? Mention the reason for the growth of MNC's across the world
5. Role in TRADE in IB

### **Unit-2**

1. What is economic integration ? Explain costs and benefits of integration
- 2 . What is the rationale of government intervention in business and what are the methods of trade regulation
3. What is WTO? What are functions of WTO and explain how far it is successful
- 4 . What are the advantages and disadvantages for India as a founder member of WTO.

### **Unit-3**

1. Explain different entry modes of entering into international business and their advantages and disadvantages
2. What is strategic alliance ? Explain the issues involved in managing and sustaining strategic alliance.
3. What is merger ? Explain some mergers with examples

### **Unit-4**

1. What is the difference between e- commerce and e- business?
2. What is e-business and explain e-business models
3. Explain the prerequisites for effective e- business transaction

### **Unit -5**

1. Explain the role of intercultural communication in IB
2. Explain the international business recruitment and selection process
3. Explain performance appraisal and compensation management in IB

### **Concepts**

- I.
  1. Globalization
  - 2 MNC
  - 3 TRADE
  - 4 porter diamond
  - 5 geocentric approach
  - 6 TNC
  - 7 economic integration
- II. NAFTA, ASEAN, SAARC ,EU, TRIPS , TRIMS , GATT , TARIFFS.
- III. Franchising, turnkey project (B.O.T) , green field strategy, strategic alliances
- IV. E-business, e-security , e-commerce , b2b , b2c , b2g
- V. Cross cultural communication , cultural shock , esop, expatriate, Rigorous training host country national

# **Managerial Communication**

## **UNIT I**

1. Process of Communication
2. Barriers to communication
3. Types of Communication
4. Steps to improve Listening
5. Effective Feedback

## **UNIT II**

1. Characteristics of non verbal communication
2. Functions of non verbal communication
3. Approaches to Negotiation and Conducting negotiation

## **UNIT III**

1. Effective Presentation
2. Effective speaking
3. Persuasive speaking

## **UNIT IV**

1. Types of Reports
2. Structure of Reports
3. Essentials of Report writing
4. Writing orders and replies
5. Drafting a resume

## **UNIT V**

1. Media Relations
2. Investor Relations
3. Government Relations
4. Crisis communication
5. Press Note/Press Release

# TQM

## I

1. What is TQM? How it is different from conventional quality measurement. Explain the benefits and costs of TQM.
2. Explain the guidelines for Quality System Awards and discuss ISO, MBNQA and EFQM.

## II

1. Explain different tools to measure TQM and their effectiveness.
2. Explain different analytical tools of TQM.
3. What are Five Why's and explain the tools and techniques of improvement.
4. Explain control tools of TQM.

## III

1. What is FMEA? Explain other techniques of quantitative measurement.
2. Explain Balanced Score Card and Bench Marking as techniques of TQM.
3. Explain Tagauchi methods applied to TQM.

## IV

1. What is Six Sigma? Explain the frame work of Six Sigma programme.
2. What are the roles and responsibilities of Six Sigma organization and explain the costs and benefit of Six Sigma.
3. Explain DMAIC model and its effective usage in Six Sigma approach.

## V

1. Explain the usefulness of TQM in service organizations. How it can be implemented in Health Care Industry.
2. Explain the use of TQM in Banks.
3. How Hospitality industry can make use of TQM and explain with examples.

**Concepts:**TQM, ISO, MBNQA, EFQM, SQC

Pareto's chart, PCMA, Process Mapping, FFA, Quality circles, Kaizen, JIT, PDCA cycle, EVM, GANTT chart.

FMEA, ABC, Bench Marking, Balanced Score card, Orthogonal arrays.

DMAIC, Six Sigma, COPQ, DPMO, First pass yield.

Service Quality, KRA, KPA, Rasch Model.

## **INTERNATIONAL FINANCE**

### **Unit – 1**

1. Discuss evolution of international Monetary system
2. Write a note on Bretton Woods System
3. Write a note on international financial Markets
4. Enumerate various international financial instruments

### **Unit – 2**

1. Explain various foreign exchange theories?
2. Write about Pushing Power Parity Principle?
3. Write about Interest rate Parity Principle?
4. Problems in conversion of swap points forward quotes to outright forward quotes?
5. Problems in PPP & IRR?

### **Unit – 3**

1. Cash Management Systems in an MNC
2. What is APV and what are complexities in international capital budgeting
3. What are various forms of entering into foreign markets
4. What are various methods of project financing

### **Unit – 4**

1. What is foreign currency exposure and discuss types of exposure
2. What are various methods of managing currency exposure
3. Problems in options

### **Unit – 5**

1. Write about withholding tax, Tobin Tax and VAT
2. What are implications for foreign enterprise doing business in India
3. What is Transfer Pricing and various methods of TP.

## **INVESTMENT MANAGEMENT**

### **Unit – 1**

1. What is Investment and stages in Investment process
2. What are various Investment options
3. What are various sources of investment options
4. Fundamental Analysis
5. Technical Analysis
6. Efficient market Hypothesis

### **Unit – 2**

1. Write about various types of Yields
2. Write about Market Bond Theorem
3. Problems in Bond Evaluation
4. Problems in Yields(YTM, YTC)
5. Problems in Duration (Model-I; Model-II)

### **Unit – 3**

1. What are various equity Valuation Models
2. Problems in equity valuation models

### **Unit – 4**

1. What is marketing Mean Variance Model
2. Problems in Minimum Risk Portfolio
3. What is CAPM
4. Problems in Mispricing of Securities
5. What is Arbitrage Pricing Theories
6. Comparison between CAPM & APT
7. Write a note on international financial Markets
8. Enumerate various international financial instruments

### **Unit – 5**

1. What is Mutual fund and discuss about various mutual fund schemes
2. What are advantages of Mutual funds
3. Problems in Sharpe, Treynor and Jensen's Measures
4. What are problems & Prospects of Mutual fund industry in India

## STRATEGIC MANAGEMENT ACCOUNTING

### Unit – 1

1. Write about CVP Analysis with assumptions and applications
2. What is SMA and its significance
3. CVP Analysis basic problems
4. CVP Analysis decision situation problems

### Unit – 2

1. What is budgetary control and discuss the differences between budgetary control and standard costing
2. What is variance analysis and what are various types of variances
3. Problems in Functional budgets
4. Problems in Flexible budgets
5. Problems in Variances ( MCV, LCV, OHV)

### Unit – 3

1. What is ABC and applications of ABC
2. What is CAP analysis
3. Problems in ABC

### Unit – 4

1. What is responsibility accounting and responsibility centres
2. What is transfer pricing and types of transfer pricing
3. Problems in evaluation of divisional performance ( ROI, RI)

### Unit – 5

1. Write a note on PLC costing
2. Write a note on Target costing
3. Write a note on competitor analysis

## **PROMOTION AND DISTRIBUTION MANAGEMENT**

### **UNIT - 1**

1. What are the steps in developing effective marketing communication? How is it implemented in practice?
2. How does the marketer seed cognitive, affective and behavioral response from target audience through response hierarchy models?
3. Discuss the role of different elements in promotion mix with reference to consumer durable and non-durable goods.
4. Distinguish communication objectives from marketing objectives. Discuss DAGMAR approach for setting and measuring communication goals.
5. Discuss the factors influencing the marketing communication process.
6. “For success of any IMC process, the promotion mix strategy is core”. Comment, giving the elements of promotion mix and their role in IMC strategy.
7. Derive Integrated Marketing Communication Planning Model. Briefly discuss with an appropriate example?
8. Explain how do the marketers establish objectives and budgeting for the promotional programme.
9. “Advertising is a necessary evil”. Comment, giving the need and role of advertisement, choice of media and its strategy in the marketing communication.

### **UNIT - 2**

1. What are advertisement objectives? Are they different from marketing objectives?
2. How do you test the effectiveness of an advertising copy?
3. What are the factors to be taken care of in selecting an advertising agency?
4. What is media strategy? Explain its contents.
5. What are the different appeals used in advertising? when can you use humor and fear appeals in advertising?
6. How do the companies develop creative strategy the key factor for the success of any advertisement? Briefly explain with suitable example.
7. What is the process of execution of creative strategy?
8. What is creative execution? What aspects do you consider for creative execution?
9. What are the creative execution tactics for low and high involvement persuasion?
10. Explain the factors to be considered in the media selection decision process?

### **UNIT - 3**

1. Describe the different activities involved in personal selling. What are the objectives of personal selling? Explain the personal selling theories.
2. How do you integrate personal selling with other promotion tools?

3. Explain different stages involved in personal selling process?
4. Explain the major methods of controlling and motivating the sales force?
5. Distinguish between personal selling and sales promotion?

#### **UNIT - 4**

1. Suggest various sales promotion methods for consumer goods to be introduced at dealer's level?
2. What are the objectives of sales promotion? Explain different types of sales promotions?
3. Explain the role of internet ads, publicity and specialty advertising in the promotion of industrial products.
4. Describe the essentials of good sales promotions. How do you evaluate the effectiveness of sales promotion?
5. What is direct marketing? Under what conditions it would be successful? What are various means of direct marketing?
6. Write a note on the following
  - Specialty advertising
  - Publicity Vs advertisement
  - Interactive and internet promotions
  - Sponsorship and event marketing
  - Yellow pages

#### **UNIT - 5**

1. What are the role and functions of distribution channels?
2. What are the factors that influence the selection of distribution channels?
3. How do you motivate and control the channel members?
4. Write a note on distribution systems?
5. What do you understand by logistics management? Define its scope and objectives and discuss the key decision areas?

## Organisation Development

### UNIT-1

- ✿ Give an overview of the field of OD? (History and evolution of od)\*\*e
- ✿ Define values, Assumptions and Beliefs of OD? \*\*\*e
- ✿ Characteristics of od?

### UNIT-II

- ✿ What do you mean by First order and second order change?
- ✿ List out the three stages in lewin's change model? \*\*
- ✿ Action Research \*\*\*-e
- ✿ Burke- litwin model of change?
- ✿ Define Parallel Learning Structures? \*
- ✿ Define Collateral Organization?
- ✿ Normative-Reeducative Strategy? \*\*
- ✿ Participation and Empowerment?
- ✿ Systems theory?\*\*\*
- ✿ Expand
  - STS-SocioTechnical system -s
  - OSP-Open systems planning-s
  - SDT-Self directed teams-s
  - HPO-High performance organization-s
  - HPW- HIGH PERFORMANCE WORK SYSTEMS-s

### UNIT-III

- ✿ Six box model of diagnosis \*\*\*e
- ✿ Classification of OD interventions? \*e
- ✿ Issues in client-consultant relationship?\*\*\*e&s
- ✿ The Action and program management components?
- ✿ What do you mean by third wave organization?

### UNIT-IV

- ✿ Grid od? \*
- ✿ PROCESS CONSULTATION?\*
- ✿ T-GROUPS?\*
- ✿ What do you mean by Role negotiation technique?\*\*\*
- ✿ What do you mean by Role Analysis technique?\*\*\*
- ✿ What do you mean by Responsibility charting? \*\*
- ✿ What do you mean by Force field analysis?\*
- ✿ Broad team building interventions?
- ✿ Organizational confrontation?

## UNIT-V

- ✿ STRATEGY CULTURE THEORY
- ✿ What do you mean by strategic interventions? \*
- ✿ What do you mean by knowledge management?
- ✿ Define business process reengineering? \*\*
- ✿ What do you mean by techno structural interventions? \*
- ✿ Self managed teams.
- ✿ Strategic interventions\*\*
- ✿ Total quality Management\*
- ✿ Quality circles, MBO, Downsizing (s)
- ✿ write the phases of OD PROGRAMS
- ✿ OD TRANSFORMATION\*\*
- ✿ PEOPLE involvement and OD\*
- ✿ LEARNING ORGANISATION?\*

s- short questions

e- essay questions

## Compensation management

### Unit 1:

1. Define compensation Management. Explain the role of compensation in organizations.
2. Explain the New trends in compensation management.
3. Explain the concept of total reward system.
4. Explain 3-P compensation concept.

### Unit 2:

1. Explain about modern pay system.
2. Difference between seniority and longevity pay.
3. Explain the basis for aligning compensation strategy with HR strategy.
4. Explain Team Based pay and Merit pay system.

### Unit 3

1. How to design Pay for Knowledge Program
2. Explain how to create Internal Equity through Job analysis and Job Valuation
3. Explain Compensation Surveys.
4. How to build Pay structures that recognize Individual contributions.

### Unit 4

1. Explain about Legally required Benefits.
2. How to design and Plan Benefit programs.
3. discuss about discretionary benefits.
4. Discuss VEBA and Totally integrated Employee Benefit program

## **Unit 5**

1. Discuss about International Compensation.
2. Define Expatriates. Discuss the compensation package for Expatriates and Repatriates.
3. Explain about Executive compensation Packages.
4. discuss the strategic issues in using Contingent and Flexible workers.

## **Leadership and Change Management**

### **Unit 1:**

1. Define Leadership. Explain International Framework for analyzing leadership.
2. Discuss Five factor model of Personality
3. Explain Contemporary Leadership styles.
4. Discuss Current issues in leadership.

### **Unit 2**

1. Discuss LPC Model
2. Explain Causal and Normative Models.
3. Explain situational and Integrative approaches to leadership.
4. Discuss Member Exchange Theory

### **Unit 3**

1. Discuss hopson's change curve
2. Discuss different methods for dealing with resistance to change
3. Explain Reactive and Proactive change path
4. Explain Virginia satir change model
5. Discuss Five stages of Planned change.

### **Unit 4**

1. Discuss organizational change matrix.
2. explain gestalt change cycle.
3. explain Leavitt Model
4. discuss types of organizational change
5. What is TROPICS Test
6. explain change Mapping

### **Unit 5**

1. Explain Nadler and Tushman 's congruence Model
2. Discuss Dunphy Contingency Model of change.
3. What is scenario analysis
4. Explain Power- interest Matrix
5. Discuss Kotter's 8-step Model.
6. Discuss Pendlebury, Kanter and Taffinder's planned change models.

**PRODUCT MANAGEMENT- MBA - III SEMESTER**  
**Suggestive Questions**

Unit-I

- Q1) Define Product? Explain Classification of Consumer goods.
- Q2) Define Branding? Explain types of branding.
- Q3) a) what is Brand positioning and re-positioning strategies?  
b) How you a position a cell phone in a competitive market?
- Q4) Product Modification and Deletion? Explain.
- Q5) Define the role of packing? Explain decision areas in packaging.

Unit-II

- Q6) What is product life cycle? Explain various stages of PLC.
- Q7) Explain marketing strategies during product life cycle?
- Q8) Explain Intensive and Integrative Growth strategies?
- Q9) Explain the Shell International model?
- Q10) What is Risk-Return Model? Explain.
- Q11) Explain GE model?

Unit-III

- Q12) Explain Concept testing and its factors?
- Q13) Explain stages of new product introduction / development?
- Q14) Explain role of R&D?
- Q15) What is market maps and Joint space maps?
- Q16) Explain pricing strategy for new products?

Unit-IV

- Q17) Explain in brief market structure analysis?
- Q18) What is adoption process and Adopt Test? Explain stages and factors influencing the adoption process.
- Q19) What is market segmentation?
- Q20) Explain Stratop Model?
- Q21) What is diffusion? Explain product related characteristic.
- Q22) Explain Demand analysis- first and repeat purchase?

Unit-V

- Q23) Explain responsibilities of product manager?
- Q24) Explain product launching? What are the six guiding principles of product launching?

Short Answers Questions ( 50 to 100 words)

- 1) Skimming and Penetrating pricing?
- 2) Product mix and Product line?
- 3) Trading-up and Trading down strategies?
- 4) Co- branding
- 5) Test marketing
- 6) Annual Budget and strategy
- 7) Product architecture
- 8) Brand Equity
- 9) Diversification growth strategies
- 10) Product Innovation.
- 11) Perceptual Mapping
- 12) Generic Product
- 13) Laggards
- 14) Ad little model